

COMPANY PROFILE:

ROUTE MOBILE LIMITED

Established in 2004, Route Mobile is a leading Cloud Communications Platform service provider, catering to enterprises, over-the-top (OTT) players and mobile network operators (MNO). Our portfolio comprises of smart solutions in Messaging, Voice, Email and SMS Filtering, Analytics and Monetization.

Route Mobile empowers businesses by providing comprehensive and tailor-made communication services that enrich customer experience. We offer a range of cloud-communication services to clients across diverse sectors including but not limited to banking and financial services, aviation, retail, e-commerce, logistics, healthcare, hospitality, media and entertainment, pharmaceuticals and telecom. Our clients include some of the world's largest and well-known organizations, including a number of Fortune Global 500 companies

Route Mobile has deployed state-of-art data centers across five locations globally which are equipped with requisite failovers and redundancies necessary for maintaining 24x7 operations. The company processes more than 2 billion messages per month.

Route Mobile is headquartered in Mumbai, India with a global presence in 15 locations across Asia Pacific, Middle East, Africa, Europe and North America.

Mission and Vision:

Route Mobile's vision is to connect the world through mobile technology, helping customers, partners and employees prosper locally as well as globally. We are committed to being a leading global messaging and voice API Company, leading in terms of value offered, customer service, talent development and consistent growth.

Our mission is:

- To simplify communications
- To enable seamless global messaging & voice solutions
- To connect our customers to their world, helping them make a difference to their customers' lives

Acquisitions:

- In September 2016, Route Mobile acquired Cellent Technologies a leading mobile marketing solutions company with an established presence in the Middle East and Africa.
- In 2016, Route Mobile acquired Defero Mobile, a Singaporean based mobile communications service provider with leading clients in the APAC region.
- In April 2017, Route Mobile acquired Call 2 Connect (from Arabi Holding Group K.S.C), an acclaimed ITES and BPO provider.
- In October 2017, Route Mobile acquired 365squared – a premier European headquartered SMS Monetisation Value Added Services brand.

For more details visit – www.routemobile.com